



EPA Web Design: Training

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EPA Web Redesign

- **Process**
- Overarching Concepts
- Organizing into Areas
- Applicability
- The Standard Page: Variability
- Getting Started
- Who to Contact

Process

- OC/OEI developed a model template and specification
 - obtain files from Web Guide
- EPA's Web staff will modify the model for each area
 - certain sections may be edited, others may not be edited
 - see the specification for official guidance
 - samples and this training are additional resources
- This is **NOT** the topics reorganization
- Disclaimer: written specification takes precedence over this presentation



Process

- Download files from <http://epa.gov/epafiles/>
 - templates
 - local version of style sheet
- Do not download images; files on server for caching
 - EPA seal
 - EPA name
 - spacer
 - footer image
 - background image

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Deadlines

- New design
 - AA/RA areas **only**: 1/31/02
 - Entire EPA Web site: 6/30/02
- Topic-based reorganization: 1-2 years



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Overarching Concepts

■ One Agency, One Voice

- no longer hundreds of EPA sites - one site
- need for new vocabulary
 - area: cohesive set of information
 - part: one subset of an area

■ One Font

- one font, header sizes fixed; don't change
- one layout
- fit in 640 pixels, expand as needed
- graphics max 450 pixels wide
- constrain long text passages in 450 pixel wide column



Overarching Concepts: Vocabulary

- May: you have permission
 - is not the same as "might"
- Might, could: a possibility
- Should: recommended
 - if a good reason exists, not required
- Must: required
- Can - avoided because it might be interpreted as either "may" or "might"




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Organizing Into Areas

- Area: cohesive set of information
- Loosely corresponds to today's sites
- Not necessarily a TSSMS connection
 - area need not literally equate to today's TSSMS structure
 - however, creating new TSSMS directories could make sense for searching, organization
- Areas may be topic-based, but are not required **for now**
- Areas will often logically contain other areas
- Part: one segment of an area



Who chooses areas,
area names, parts?

YOU

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Tools for Defining Areas

- Current site organization
- EPA topics hierarchy
- Consider audiences' needs
- Consult the design team

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Applicability of the New Design

■ Yes

- everything that acts like HTML (Cold Fusion, Oracle, Domino, ASP, etc.)
- joint sites, unless OCEMR grants a waiver (no formal process; just contact us)
- AA/RA home pages, with a few changes

■ No

- sites for kids (through 6th grade)
- PDF files
- anywhere else OCEMR grants a waiver

■ Sidebar-less template - Office Director approval required

- pages with wide tables
- applications that can't be designed thinner

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Applicability: Text Styles

- Don't change fonts or sizes, other than to highlight small pieces of text
- Don't change link colors, other than to highlight specific links
- Colored text
 - Don't use blue or purple - these are link colors
 - Use sparingly

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Variability

Basic Rule:

Don't change any code other than as directed by the specification.

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Variability: AA/RA Home Pages

- See the specification for differences from normal pages

Variability

- No variability
- Directed variability
- Variable text
- Variable



Standard EPA Web Page Layout

EPA Seal

Sidebar

 Protecting Supplies Wells Contamination	U.S. Environmental Protection Agency	
	Drinking Water	
	Recent Additions Contact Us Print Version Search: <input type="text"/> GO!	
	EPA Home > Water > Drinking Water > Protecting Drinking Water	
	<h2>Protecting Safe Drinking Water Supplies (H1)</h2> <p>Psdlkfj sdsld dkgf ekwl gkg jusdx dfjeghd gjh ndfiods dgposk egh lain flk. Asdf kfhafd hdjhg shjgs dfhjdfg sji sj ssdfuiyw8 qfugs qfuy cg su bcuba uygv iubv iuyvbu ivb viuy bdv</p> <h3>Purifying Local Water Supplies (H2)</h3> <p>Psdlkfj sdsld dkgf ekwl gkg jusdx dfjeghd gjh ndfiods dgposk egh lain flk. Asdf khafd hdjhg shjgs dfhjdfg sji sj ssdfuiyw8 qfugs qfuy cg su bcuba uygv iubv iuyvbu ivb viuy bdv iudyfb dubvdsuivydv ud gyvdi uygv.</p>	
	<hr/> EPA Home Privacy and Security Notice Contact Us Last Updated: Tuesday, December 4, 2001 URL: http://intranet.epa.gov/webgroup/samples/final/serif5.htm	

EPA Name

Area Name

Global Links

Breadcrumbs

Page Name

Content

Footer Image

Global Footer

Key: No Variability Variable Text
 Directed Variability Variable

No Variability

- The model template establishes the code for these sections
- Don't edit any of the code
- Template graphic: yellow
- Includes:
 - EPA Seal
 - EPA Name
 - footer image
 - layout tables for entire page
 - background image

No Variability

- EPA Seal, name, footer image
 - required
 - every page links to one file for caching
 - sized to fit on a 640 pixel screen
- Layout tables, background image
 - required
 - interact w/print script - don't modify
- Print version link in global links
 - Required; don't change font, size, or destination
 - Links to program to generate printer-friendly version
 - Removes sidebar, background image

Directed Variability

- Exact text set by template; font and size set by standard style sheet
- Do edit link destinations as needed to local pages
- Don't change text, font, or size
- Template graphic: pink
- Includes:
 - global links (recent additions, contact us, print version, search)
 - global footer (EPA Home, privacy & security notice, contact page)

Directed Variability: Recent Additions

- Recommended, not required; don't change wording or size
- Serves "What's New" function
- "Recent additions" avoids confusion with newsroom
- Remove items within one month
- Sample available in Web Guide
- If you're not creating this page, remove the link entirely

Directed Variability: Contact us

- Required; don't change wording or size
- Include: phone, fax, email, online form, others (email addresses must be @epa.gov)
- If appropriate, include multiple contacts (e.g., AA area)
- Must also create a response page
 - consider generating dynamically
 - consider including "return to original page"
- Sample available in Web Guide

Directed Variability: Search

- Required; don't change wording or size
- Normally covers area
 - may search subareas
 - may also include related areas under the same overarching area
- See <http://www.epa.gov/epafiles/searchcode.html> for detailed instructions (required reading)
- Area search page, if one exists, linked from initial results
- All-EPA search linked from initial results
- Universal search results template
- Creating a new TSSMS for an area makes searching easy

Directed Variability: Global Footer

- EPA Home, Disclaimer
 - required, don't change wording or size
- Contact Us
 - required; don't change wording or size
 - link to same page as from Global Links
- Date last updated, URL
 - required; automatically created via javascript
 - don't change on static HTML pages
 - change code as needed to produce same information on dynamically generated pages

Variable Text

- Font and size set by standard style sheet
- Do edit the text and link destinations
- Don't change font or size
- Template graphic: Blue
- Includes:
 - area name
 - state/tribe list (on regional pages)
 - breadcrumbs
 - sidebar
 - page name
 - area footer

Variable Text: Area Name

- Required; sidebar and area name visually define area
- Don't change font or size
- Should be one line; 2 are acceptable only for long area names
- Avoid "Office of" / "Region X" and similar language
 - may use it on AA & RA pages
 - may use it on areas focused on EPA structure
- On regional pages, area name is followed by state/tribe list
 - don't change format or font; simply list states & tribes

Variable Text: Breadcrumbs

[EPA Redesign](#) > [Variable Text](#) > Breadcrumbs

- Required
- Don't change font or size
- Logical place indicator, not browsing history
- Starts with "EPA Home," includes area name and part name
- Last breadcrumb must match or closely correspond to title tag, page name
- Includes superareas and subparts as appropriate
- Pick best hierarchy; use other features to help with other options ("try these, too" links, task bars, etc.)

Variable Text: Page Name

- Should appear
 - not needed on area home pages
- Clearly indicates page's contents, not area or part (part home pages will say name of part)
- Don't change any formatting
- Must match or closely correspond to title tag, last breadcrumb
- Visually begins main body of page

Variable Text: Sidebar

- Required; sidebar and area name visually define area
 - for very wide pages, use template without sidebar
 - disappears on print version
- Sidebar is specific to area
 - if a new sidebar is appropriate, change area name
 - if a new area name is appropriate, create a new sidebar
- Don't change font or size
- Group links and use spacing to show organization
- May link directly to subareas, not other areas or non-EPA sites
- Do not highlight part name
- For long links, indent second line two spaces

Variable Text: Area Footer

- Optional; may be used as appropriate
- Don't change font or size
- Good place for area-wide features and links
- Recommended links
 - frequently asked questions (spelled, out, not "FAQ")
 - link to the home page for one logical level above current page (name it: "Water Issues," not "Up one Level" or "Back to home")

Variable

- Font set by standard style sheet
- Design for local needs
- Do use graphics, text, tables, and other features as needed (subject to OCEMR oversight)
- Do put links to other EPA areas and non-EPA sites in the content section
- Don't change font or heading sizes
- Template graphic: white
- Includes:
 - title and meta tags
 - content

Variable: <Head> Tags

■ Title tag

- required
- must match or closely correspond to last breadcrumb, page name
- short enough to appear in bookmarks
- must start with "EPA"

■ Meta tags

- optional
- most appropriate for home pages
- keywords, description help search engines find a page

Variable: Content

- Required
- Don't change font; don't change heading sizes (H1-H6)
- Use graphics, text, tables at your discretion
- Use bold, italics at your discretion
 - don't use text below 10 point
 - use colored text sparingly, and never blue or purple
- May include all links and navigation features (cross-area, cross-EPA, non-EPA, etc.)
- May include navigational tools (e.g., horizontal taskbars)
- Maximum graphics width: 450 pixels
- Constrain long text passages to 450 pixels

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Getting Started

- Files you'll need from <http://www.epa.gov/epafiles/>
 - specification
 - template (both Dreamweaver and HTML versions provided)
 - local copies of style sheet

Design Tidbits

- On home pages, links in content will often duplicate sidebar
- AA/RA home pages, and no others, must use photo bar
 - not entire AA/RA areas
 - not Program Office home pages or areas
 - not Regional Division home pages or areas
- Style Sheets
 - establish font, sizes, and bolding as appropriate
 - no style sheet knowledge required
 - if additional styles needed, modify local copy of style sheet



Auxiliary Files

- Not part of normal linked site
- Required
 - File not found page (404)
 - Response page for any forms (including contact us)
- Optional
 - search page with additional options



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Contacts

- Design team (the J-team)
 - Jeffrey Levy
 - Jonda Byrd
 - Jacques Kapuscinski
 - John Shirey
- Management
 - Tom Basile, Director
Office of Communications
 - Elaine Stanley, Director
Office of Information Analysis and Access